

File copy
8/17/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january	february	march	april																																																																																																																																																																								
<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr></table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr></table>	S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr><tr><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td></td></tr></table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30								
S	M	T	W	T	F	S																																																																																																																																																																					
				1	2	3																																																																																																																																																																					
4	5	6	7	8	9	10																																																																																																																																																																					
11	12	13	14	15	16	17																																																																																																																																																																					
18	19	20	21	22	23	24																																																																																																																																																																					
25	26	27	28	29	30	31																																																																																																																																																																					
S	M	T	W	T	F	S																																																																																																																																																																					
1	2	3	4	5	6	7																																																																																																																																																																					
8	9	10	11	12	13	14																																																																																																																																																																					
15	16	17	18	19	20	21																																																																																																																																																																					
22	23	24	25	26	27	28																																																																																																																																																																					
S	M	T	W	T	F	S																																																																																																																																																																					
1	2	3	4	5	6	7																																																																																																																																																																					
8	9	10	11	12	13	14																																																																																																																																																																					
15	16	17	18	19	20	21																																																																																																																																																																					
22	23	24	25	26	27	28																																																																																																																																																																					
29	30	31																																																																																																																																																																									
S	M	T	W	T	F	S																																																																																																																																																																					
				1	2	3																																																																																																																																																																					
4	5	6	7	8	9	10																																																																																																																																																																					
11	12	13	14	15	16	17																																																																																																																																																																					
18	19	20	21	22	23	24																																																																																																																																																																					
25	26	27	28	29	30																																																																																																																																																																						
may	june	july	august																																																																																																																																																																								
<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td></td></tr><tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr><tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr><tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr><tr><td>24₃₁</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr></table>	S	M	T	W	T	F	S					1	2		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24 ₃₁	25	26	27	28	29	30	<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr><tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr><tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr><tr><td>28</td><td>29</td><td>30</td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td></td></tr><tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr><tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr><tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td></tr></table>	S	M	T	W	T	F	S			1	2	3	4		5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8₁₅</td></tr><tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr><tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr><tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr><tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S	2	3	4	5	6	7	8 ₁₅	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
S	M	T	W	T	F	S																																																																																																																																																																					
				1	2																																																																																																																																																																						
3	4	5	6	7	8	9																																																																																																																																																																					
10	11	12	13	14	15	16																																																																																																																																																																					
17	18	19	20	21	22	23																																																																																																																																																																					
24 ₃₁	25	26	27	28	29	30																																																																																																																																																																					
S	M	T	W	T	F	S																																																																																																																																																																					
	1	2	3	4	5	6																																																																																																																																																																					
7	8	9	10	11	12	13																																																																																																																																																																					
14	15	16	17	18	19	20																																																																																																																																																																					
21	22	23	24	25	26	27																																																																																																																																																																					
28	29	30																																																																																																																																																																									
S	M	T	W	T	F	S																																																																																																																																																																					
		1	2	3	4																																																																																																																																																																						
5	6	7	8	9	10	11																																																																																																																																																																					
12	13	14	15	16	17	18																																																																																																																																																																					
19	20	21	22	23	24	25																																																																																																																																																																					
26	27	28	29	30	31																																																																																																																																																																						
S	M	T	W	T	F	S																																																																																																																																																																					
2	3	4	5	6	7	8 ₁₅																																																																																																																																																																					
9	10	11	12	13	14	15																																																																																																																																																																					
16	17	18	19	20	21	22																																																																																																																																																																					
23	24	25	26	27	28	29																																																																																																																																																																					
30	31																																																																																																																																																																										
september	october	november	december																																																																																																																																																																								
<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td></td></tr><tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr><tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr><tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr><tr><td>27</td><td>28</td><td>29</td><td>30</td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S		1	2	3	4	5		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr></table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr><tr><td>29</td><td>30</td><td></td><td></td><td></td><td></td><td></td></tr></table>	S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						<table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td></td></tr><tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr><tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr><tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr><tr><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td><td></td></tr></table>	S	M	T	W	T	F	S		1	2	3	4	5		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
S	M	T	W	T	F	S																																																																																																																																																																					
	1	2	3	4	5																																																																																																																																																																						
6	7	8	9	10	11	12																																																																																																																																																																					
13	14	15	16	17	18	19																																																																																																																																																																					
20	21	22	23	24	25	26																																																																																																																																																																					
27	28	29	30																																																																																																																																																																								
S	M	T	W	T	F	S																																																																																																																																																																					
				1	2	3																																																																																																																																																																					
4	5	6	7	8	9	10																																																																																																																																																																					
11	12	13	14	15	16	17																																																																																																																																																																					
18	19	20	21	22	23	24																																																																																																																																																																					
25	26	27	28	29	30	31																																																																																																																																																																					
S	M	T	W	T	F	S																																																																																																																																																																					
1	2	3	4	5	6	7																																																																																																																																																																					
8	9	10	11	12	13	14																																																																																																																																																																					
15	16	17	18	19	20	21																																																																																																																																																																					
22	23	24	25	26	27	28																																																																																																																																																																					
29	30																																																																																																																																																																										
S	M	T	W	T	F	S																																																																																																																																																																					
	1	2	3	4	5																																																																																																																																																																						
6	7	8	9	10	11	12																																																																																																																																																																					
13	14	15	16	17	18	19																																																																																																																																																																					
20	21	22	23	24	25	26																																																																																																																																																																					
27	28	29	30	31																																																																																																																																																																							

january	february	march	april
S M T W T F S	S M T W T F S	S M T W T F S	S M T W T F S

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 17, 1953</u>			
Monday August 17 12:00 Noon	INFORMAL SHOWINGS OF COLLEGE FASHIONS Altman's will show college fashions at 12:00 Noon, 1:00 P.M. and 2:00 P.M. Press invited. Open to public. Publ.: Eleanor Horton, MU. 9-7000, Ext.412.	B. ALTMAN & CO.	3RD FLOOR COLLEGE SHOP
Monday August 17 12:30 P.M.- 2:00 P.M.	LEATHER FASHIONS AT INFORMAL SHOW Informal modeling of fashions in leather, featuring British Brevitt shoes; also leather-trimmed sportswear and accessories. Open to public. Contact: Feature Events Dept., TR. 5-7200, Ext. 662.	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
Beginning Monday August 17	OPENING OF HOLIDAY JUNIOR COLLECTION Horwitz & Duberman will present their Holiday collection at continuous daily showings. Contact: Mr. Ray Horwitz, LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday August 17	HOLIDAY FASHIONS FOR JUNIORS Felix Safian will present Holiday fashions for juniors. Continuous daily showings. Contact: Felix Safian, WI. 7-8448.	F.H. SAFIAN & CO., INC.	1375 BROADWAY SHOWROOM - 9TH FLOOR
Tuesday August 18 10:00 A.M.	PREVIEW: BACK-TO-SCHOOL FASHIONS FOR TEENS Martin's will present a press showing of back-to-school fashions for teens. By invitation. <u>Public showing Thurs., Aug. 20 at 2:30 P.M. on 4th floor.</u> Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	6TH FLOOR
Tuesday August 18 11:00 A.M. Buffet	PRESS SHOWING: FALL DRESS COLLECTION Garland Faulkner will present his Fall custom and wholesale collection to the press. By invitation only. Publicity: Maud G. Moody, 347 Fifth Avenue, LE. 2-5562.	GARLAND FAULKNER	68 EAST 56TH STREET SALON
Tuesday August 18 12:30 P.M.	BACK FROM VACATION & COLLEGE FASHIONS Saks 34th will present back-from-vacation and back-to-college fashions. Press invited. Open to public. Publ.: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR
Tuesday August 18 12:30 P.M. Luncheon	PRESS PREVIEW OF LEATHER SHOW Press luncheon showing leather treatments and finishes in new colors for Spring 1954. By invitation. The 43rd Semi-Annual Leather Show, with displays from about 93 tanning firms, will take place in the Grand Ball- room on <u>Tues., Aug. 18 from 9:00 A.M.-7:00 P.M.; and on Wed., Aug. 19 from</u> <u>9:00 A.M.-3:00 P.M.</u> Publicity: Leif C. Kronen, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA PALM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 18 2:00 P.M.	PREVIEW OF RESORT AND SPRING PRINTS The Silk and Rayon Print Institute will present their preview of Resort and Spring prints, with an <u>exhibit at 2:00 P.M. and cocktails 5:00 P.M.-7:00 P.M.</u> By invitation only. <i>Contact</i> Publicity: Kay Martin, LO. 5-2140.	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
Wednesday August 19 9:30 A.M. Coffee	FALL SHOE PREVIEW FOR THE PRESS Presentation to the press of Fall collection of Coward Shoes. (<u>Note Change of Date</u>). By invitation. Fashion Director: Paula Miller, LE. 2-0200.	COWARD SHOE, INC.	350 FIFTH AVENUE EXEC.OFFICE-2ND FLOOR
Wednesday August 19 12:00 Noon Buffet	PREVIEW: FALL AND WINTER MILLINERY House-warming showing of Gustavo's collection of custom and wholesale millinery. By invitation. Publ.: Maud G. Moody, 347 Fifth Ave., LE.2-5562.	GUSTAVO	59 WEST 56TH STREET SALON
Wednesday August 19 2:30 P.M.	COLLEGE BOARD FASHION SHOW "Fashion Reports to College"--College Board will model fashions. Press invited. Open to public. Publicity: Constance Bray, Mitchell 2-8000.	KRESGE-NEWARK	3RD FLOOR
Wednesday August 19 5:45 P.M. Cocktails	PRESS PREVIEW: NEW SEVENTH FLOOR Saks Fifth Avenue will have a preview for the press at the opening of their new seventh floor. <u>Showing at 6:00 P.M.</u> By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	7TH FLOOR
Thursday August 20 9:30 A.M. Coffee	PRESS PREVIEW OF BRIDAL FASHIONS Best's Fall and Winter bridal fashions will be presented at a preview for the press. By invitation only. Publicity: Gay Stearns, PL. 9-2000.	BEST & CO.	3RD FLOOR BRIDAL SALON
Thursday August 20 1:00 P.M.- 5:00 P.M. Punch	PREVIEW FOR TRADE OF RESORT-SPRING FABRICS Preview for the trade of M. Lowenstein's signature fine arts prints for Resort-Spring 1954, designed by painter members of the Associated American Artists. (<u>Because of space limitations, this presentation is for manufacturers and designers only. Press showing at a future date</u>). By invitation. Contact: Rona Monell at Lewin, Williams & Saylor, 40 E. 49th St., MU. 8-6200; or Bill Stocking at M. Lowenstein, BE. 3-8000.	M. LOWENSTEIN & SONS, INC. ASSOC. AMER. ARTISTS (43 LEONARD STREET)	GALLERIES-711 FIFTH
Thursday August 20 5:30 P.M.- 7:30 P.M.	INFORMAL SHOWING OF FALL SPORTSWEAR Informal sportswear show, with Greta Flattry presenting her own collection. Open to public. Contact: Feature Events Dept., TR. 5-7200, Ext. 662.	ABRAHAM & STRAUS	3RD FLOOR & 4TH FLOOR
Monday August 24 10:30 A.M. Breakfast	PRESS PREVIEW: CAMPUS AND CAREER FASHIONS Alexander's breakfast preview for the press, showing campus and career fashions. By invitation. Fashion Director: Lita Hassard, CY.8-2000, Ext.92.	ALEXANDER'S DEPT. STORES	860 FIFTH AVENUE APT. 11-1
Beginning Monday August 24	OPENING OF SPRING COLLECTION Showing of Sacony Palm Beach Suits and poplin separates; also, S. Augstein's Holiday line for children. Contact: Ruth French, LO.4-7832.	S. AUGSTEIN & CO.	1407 BROADWAY SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 25 11:00 A.M.	PRESS PREVIEW OF CUSTOM MILLINERY Presentation of Milgrim's custom millinery at a showing for the press. By invitation only. Publ.: Maud G. Moody, 347 5th Ave., LE. 2-5562.	MILGRIM	6 WEST 57TH STREET SALON - 6TH FLOOR
Tuesday August 25 2:30 P.M.	FALL FASHIONS BY KENN BARR OF CASINO Russeks will present Fall fashions by Kenn Barr of Casino Classics. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Beginning Tuesday August 25	OPENING OF HOLIDAY DRESS COLLECTION The Holiday dress collection, designed by Frances Prisco for Ted Brown, will be shown daily. Contact: PE. 6-2642.	TED BROWN, INC.	1400 BROADWAY SHOWROOM-8TH FLOOR
Beginning Tuesday August 25	OPENING OF HOLIDAY COLLECTION Henry Rosenfeld will present his Holiday dress collection at continuous daily showings. Contact: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday August 26 9:30 A.M. Coffee	PRESS PREVIEW: FALL FASHIONS FOR "CHUBBIES" Presentation to the press by Lane Bryant of Fall fashions for "Chubbies." By invitation only. Fashion Director: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Thursday August 27 9:30 A.M. Breakfast	PRESS PREVIEW OF "LONDON LOOK" COLLECTION A presentation of fashions designed by the London Couture in Peck & Peck's own Scottish tweeds, at a breakfast for the press. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.	PECK & PECK	6TH FLOOR
Thursday August 27 3:30 P.M. Cocktails	PRESS PREVIEW OF 1954 SWIMSUITS "Seamolds" by Flexees 1954 swimsuit collection. <u>Showing at 4:00 P.M.</u> (Note Change of Date & Time.) By invitation. Publ.: Sandra Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM-6TH FLOOR
Thursday August 27 5:30 P.M. 7:30 P.M.	COATS AND SUITS AT INFORMAL SHOWINGS Informal modeling of precious fiber fabrics in coats and suits, cashmeres, vicuna and blends. Open to public. Contact: Feature Events Dept., TR. 5-7200, Ext. 662.	ABRAHAM & STRAUS	3RD FLOOR & 4TH FLOOR
Thursday August 27 6:00 P.M.	COLLEGE & CAREER FASHION SHOW Namm Loeser's will show college and career fashions. Open to public. (<u>Informal private press previews, by appointment.</u>) Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM LOESER'S (BROOKLYN)	2ND FLOOR
Friday August 28 2:30 P.M.- 5:00 P.M. Champagne	"STOW-AWAY" PARTY ABOARD SHIP Presentation of Herbert Meyer "Bon Voyage" cottons at a party for press, buyers and fashion coordinators; also, drawing for winner of cruise to Nassau; entertainment by Katherine Dunham School dancers and other guest celebrities. By invitation only. Contact: Ruth Branigan at Herbert Meyer, LO. 5-2866. Publicity: Ken R. Williams, JU. 6-8217.	HERBERT MEYER, INC. (1441 BROADWAY)	S. S. NASSAU PIER 42, NORTH RIVER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Sept. 2	CALIFORNIA CRUISE WEAR OPENINGS Sept. 1: Holmes of California. Sept. 2: Rose Marie Reid. Sept. 3: Cole of California; Marjorie Montgomery. Sept. 4: Tabak of California; Georgia Kay; Pat Premo. Sept. 8: Caltex of California (N.Y. press show Sept. 17. See Page 7); Junior Time. Sept. 11: Catalina, Inc. Sept. 15: Sun Fun. Contact individual firms.	CALIFORNIA SWIMSUIT FIRMS	LOS ANGELES, CALIFORNIA
Sept. 7	LABOR DAY (Monday).		
Monday Sept. 7- Sept. 8	ANNUAL FASHION AWARDS AT EXPOSITION IN DALLAS The Neiman-Marcus awards for distinguished service will be presented to five personalities in the fashion field; Marchesa Olga di Gresy of Italy, creator of knitted Mirsa sweaters and sweater coats; Charles James, American designer; Gilbert and Helene Orcel, the Paris milliners; and Ben Sommers of Capezio. Fashion show will be followed by a formal ball on Monday evening. Exposition open to public Tuesday evening. Net proceeds to Dallas Museum of Fine Arts. Contact: Kay Kerr, LO. 4-1200 in N.Y.; or Marihelen McDuff at Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS	DALLAS, TEXAS
Beginning Tuesday Sept. 8 10:30 A.M.	OPENING OF IMPORT & HOLIDAY COLLECTIONS "Paris in New York"--showing of Mignbn's collection of imports from Paris together with their Holiday group of cocktail dresses. Daily at 10:30 A.M., 1:30 P.M. and 3:30 P.M. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Sept. 8 12:30 P.M. Luncheon	FALL COATS AND SUITS AT LUNCHEON SHOW Luncheon showing of Fall coats and suits by Schiaparelli and Harry Frechtel. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Frechtel Contact: Herman Rothman, PE. 6-1310. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL	WALDORF-ASTORIA STARLIGHT ROOF

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS PREVIEWS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED AND NOTIFIED.

Tuesday Sept. 8	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: BRIDGET DAVISSON	PL. 5-2600
Tuesday Sept. 8	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Wednesday Sept. 9	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT	PL. 3-4000
Monday Sept. 14	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Also French Imports)	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday Sept. 15	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.	TE. 8-8171

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Sept. 8	RESORT OPENINGS IN LOS ANGELES Showing of Resort lines in Los Angeles by: Adele of California; Alex Coleman; Jeanette Alexander; Casual Time; Colony Casuals (Junior Time); Michael Originals; Georgia Kay; Dan Gertsman; Jeri Holmes; John Roberts; Junior Miss of California; Lucinda; Addie Masters; Maurice Handler of California; Madalyn Miller; Marjorie Montgomery of California; Roberts Mfg. Co.; W.J. Schminke & Assoc. (Pat Premo); Sir James; Tabak of California; Zolot of California. Contact: California Apparel Creators, 740 So. Broadway, Los Angeles, Calif.	RESORT WEAR GUILD	INDIVIDUAL SHOWROOMS
Beginning Tuesday Sept. 8	OPENING OF JUNIOR HOLIDAY COLLECTION Jerry Greenwald will present their Holiday collection for juniors, with continuous daily showings. Contact: Seymour Greenwald, LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Wednesday Sept. 9 10:30 A.M.	PRESS PREVIEW OF HOWARD GREER COLLECTION Jay Thorpe will invite the press to meet Howard Greer of California and to preview his Fall collection. By invitation only. Mr. Greer will also be at <u>customer showing Friday, Sept. 11 at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Cancelled Sept. 9	CHANDA'S PRESS PREVIEW OF FALL MILLINERY, ORIGINALLY SCHEDULED FOR WEDNESDAY, SEPT. 9 AT 12:00 NOON, HAS BEEN CANCELLED.		
Wednesday Sept. 9 1:00 P.M. Luncheon	FALL & WINTER IMPORT COLLECTION Fashion Show of Russeks' imports from Paris, Rome, Florence and Milan during luncheon. (<u>Note Change of Date</u>). Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Sept. 9	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 4).		
Sept. 10	ROSH HASHONAH (Thursday)--First Day of Jewish New Year.		
Thursday Sept. 10 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf Goodman's French and Italian import collection of dresses and millinery. By invitation. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Sept. 11	ROSH HASHONAH (Friday)--Second Day of Jewish New Year.		
Friday Sept. 11 10:00 A.M.	PRESS PREVIEW OF FALL FASHIONS Martin's will invite the press to a showing of the Fall collection of coats, suits and dresses. By invitation. <u>Customer showing, Tuesday, Sept. 15 at 2:30 P.M., 6th floor.</u> (<u>Note Change of Date.</u>) Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	6TH FLOOR
Friday Sept. 11 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Press showing of Tatiana du Plessix' Fall and Winter custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Sunday	CRUISE & RESORT WEAR WEEK IN MIAMI	MIAMI FASHION COUNCIL	RONEY PLAZA HOTEL MIAMI BEACH, FLORIDA
Sept. 13-Sept. 17	"Miami Fashion Derby" will be the race track theme of the Miami Fashion Council's Cruise and Resort wear showing for trade and press. Contact: Mr. Jay E. Kashuk, Executive Director, Miami Fashion Council, Chamber of Commerce Building, Miami 32, Florida.		
Sept. 14	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 4).		
Monday Sept. 14 1:00 P.M.	FALL FASHIONS AT LUNCHEON SHOW	ZITA, INC. (755 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Luncheon	Showing of Zita's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Monday Sept. 14 4:30 P.M.	PREVIEW: FALL CUSTOM-ORDER & READY-TO-WEAR	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Cocktails	The Fall custom-order and ready-to-wear collection will be presented to the press by Mme. E. Garnett. By invitation only. <u>Showing to customers, Tuesday, Sept. 15 at 2:30 P.M.</u> Publicity: Austin Wilder, EL. 5-5275.		
Tuesday Sept. 15 9:30 A.M.	PREVIEW OF 1954 SWIMSUIT COLLECTION	JANTZEN KNITTING MILLS (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Breakfast	Jantzen will present a preview of their 1954 swimsuit collection. By invitation only. Publicity: Mr. Dana Blackmar at Jantzen, LO. 4-2820.		
Tuesday Sept. 15 10:30 A.M.	PRESS PREVIEW: FASHIONS FOR TALL GIRLS	TALL WEAR BY SYLVIA (13 EAST 47TH ST.)	HOTEL ROOSEVELT
Breakfast	Tall Wear will present a press preview of Fall fashions for tall girls, styled by Sylvia, featuring three tall types. (<u>Note Change of Date</u>). By invitation only. Publ.: Helen Horchler at Frank Best & Co., CI. 7-6760.		
Sept. 15	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Wednesday Sept. 16 9:00 A.M.	FALL FASHION PREVIEW FOR PRESS	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Coffee	Bloomingdale's will preview their Green Room collection of Fall ready-to-wear, including coats, suits and dresses. By invitation only. Contact: Margaret de Mille, EL. 5-6400, Ext. 695.		
Wednesday Sept. 16 11:00 A.M.	PREVIEW: BERNARD NEWMAN'S READY-TO-WEAR COLLECTION	BERGDORF GOODMAN	3RD FLOOR
	Press preview of Bernard Newman's Fall ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Thursday Sept. 17 9:00 A.M.	PREVIEW: CALTEX 1954 SWIMSUIT COLLECTION	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM
Breakfast	The Caltex of California 1954 swimsuit collection will be introduced to the N.Y. press at breakfast on Thursday, Sept. 17 at 9:00 A.M. By invitation only. Publicity: Sandra Kahn, MU. 9-2100.		
Thursday Sept. 17 10:30 A.M.	FRESH SHOWING: RESORT & ADVANCE SPRING LINE	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
	Preview for the press of Resort and Advance Spring collection. By invitation. Trade opening, Thursday, Sept. 24, at 2:30 P.M. daily. Publ.: Donna Cannon, 104 E. 52nd St., PL. 3-7072.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 16-	1953 NATIONAL HOME FURNISHINGS SHOW	NATIONAL HOME FURNISHINGS SHOW	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Sept. 27 11:00 A.M.- 11:00 P.M.	"Interiors-International" will be the theme of the third floor exhibit by the N.Y. Chapter of the American Institute of Decorators at the Fifth Annual Home Furnishings Show. Another special feature will be a live demonstration by members of the U.S. Potters' Association. Other exhibits include furniture, fabrics, glassware, carpeting, decorative accessories. Press preview Wed. Sept. 16 from 3:00 P.M.-5:00 P.M.; cocktails, 5:00 P.M.-7:00 P.M. Benefit showing (\$5.00) for Sister Kenny Foundation from 8:00 P.M.-Midnight. Director of Show: S. Robert Elton. Admission: \$1.50. Publicity: Nan Morrison or Gladys Bennett, Harold J. Siesel Co., 216 E. 49th St., PL. 9-6440.		
Thursday Sept. 17 12:00 Noon Luncheon	IMPORT COLLECTIONS AT LUNCHEON SHOW Fall presentation of import collections. (More details later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Sept. 19	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Saturday).		
Monday Sept. 21 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Gimbels will present a fashion show of their import collection and copies during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000. Gimbels Publ.: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 22 12:30 P.M. Luncheon	FATH-HALPERT FASHIONS AT LUNCHEON SHOW Showing of Jacques Fath Fall collection, designed for Joseph Halpert and available at Gunther Jaeckel. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publ.: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 23 10:00 A.M.	PREVIEW: FASHIONS BY IRENE OF HOLLYWOOD Gunther Jaeckel's press preview of Fall fashions by Irene of Hollywood. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	10 EAST 57TH STREET SAION - 3RD FLOOR
Wednesday Sept. 23 12:30 P.M. Luncheon	SEYMOUR FOX FASHIONS AT LUNCHEON SHOW Showing of Seymour Fox coats and suits for Fall during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Seymour Fox Publicity: Ann R. Silver Assoc., 551 Fifth Ave., MU. 7-8654. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Sept. 23 12:30 P.M. Luncheon	COATS AND SUITS BY HARRY FRECHTEL The Hotel Pierre will open their Fall season of regular Wednesday luncheon fashion shows with a presentation of Fall coats and suits by Harry Frechtel. Press by invitation. Public by reservation; contact: TE.8-8000. Harry Frechtel Contact: Herman Rothman, PE. 6-1310. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 24 1:00 P.M. Luncheon	FALL FASHIONS BY JUNIOR LEAGUE FROCKS Luncheon presentation of Fall fashions by Junior League Frocks, available at De Pinna. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Gene Loyd, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 29 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Arnold Constable's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 29 9:00 P.M.	SECOND WINTER & HOLIDAY MILLINERY FASHION SHOW Second Winter and Holiday millinery fashion show. By invitation only, for buyers, merchandise managers and store owners. Contact: LO. 4-7800.	MILLINERY STAB. COMM. MILLINERY FASHION BUR.	HOTEL ASTOR BALLROOM
Wednesday Sept. 30 10:30 A.M.	PRESS PREVIEW: RESORT & EARLY SPRING COLLECTION Grabois will present the Resort and early Spring collection. By invitation only. Publ.: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	GRABOIS	498 SEVENTH AVENUE SHOWROOM-5TH FLOOR
Wednesday Sept. 30 12:30 P.M. Luncheon	HANDKNIT FASHIONS AT LUNCHEON SHOW Luncheon showing of Mimi Pearce's handknit fashions. Press by invitation. Public by reservation; contact: TE. 8-8000. Mimi Pearce contact: RE.7-8110. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MIMI PEARCE (23 EAST 67TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 30 4:00 P.M. Cocktails	PREVIEW: RESORT AND ADVANCE SPRING COLLECTION Hannah Troy will present a press preview of her Resort and early Spring collection. By invitation. Publicity: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday Oct. 1 1:00 P.M. Luncheon	ELFREDA-FOX FASHIONS AT LUNCHEON SHOW Jay Thorpe will present Fall fashions by Elfreda Fox during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Dorothy Coburn, JU. 6-1000. Plaza Fashion Director: May Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM

Beginning Monday Oct. 5	RESORT- SPRING LINES BY SPORTSWEAR GUILD The members of the Sportswear Guild will introduce their Resort-Spring lines during the week beginning Monday, Oct. 5. Members include: ADLER & ADLER, INC. DAVIDOW	THE SPORTSWEAR GUILD DAVID M. GOODSTEIN, INC. KANE-WEILL ZOLTAN ROSENBERG	MANUFACTURERS' SHOWROOMS SPORT-CRAFT, INC. STAR-MAID DRESSES
Contact Individual Manufacturers			

MOVIES...MUSIC...THEATRE...BALLET

- Wednesday
August 19 PREMIERE: "THE SWORD AND THE ROSE" (Movie) RIVOLI THEA., B'WAY & 50TH ST.
RKO Radio Pictures Technicolor production about Mary Tudor, Henry the Eighth's sister, and her desire to marry a Commoner. Starring: Richard Todd and Glynis Johns. Producer: Perce Pearce. Supervisor Producer: Walt Disney. Director: Kenneth Annakin. Costumes: F. Arlington Valles. RKO Publicity: Frank Petraglia, JU. 6-5050.
- Thursday
August 27 PREMIERE: "ROMAN HOLIDAY" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50 ST.
(Tentative) Paramount Pictures will present the story of an Italian princess. Starring Gregory Peck, Audrey Hepburn, Eddie Albert. Producer & Director: William Wyler. Costumes: Edith Head. Paramount Publicity: Maria van Slyke, BR. 9-8700. Music Hall Publicity: Fred Lynch, CI. 6-4600.
- Monday
August 31- RE-OPENING: "OKLAHOMA!" N.Y. CITY CENTER, 131 WEST 55TH STREET
October 3 Rodgers and Hammerstein will present "Oklahoma!" with Florence Henderson, Ridge Bond, Barbara Cook. Director: Jerome Whyte. Costumes: Miles White. Prices: \$1.20-\$3.00. Publicity: Michael Mok, MU. 7-5927.
- Tuesday
Sept. 8 OPENING: "ANNA RUSSELL AND HER LITTLE SHOW" VANDERBILT THEA., 148 W. 48 ST.
Eastman Boomer and Arthur Klein will present Anna Russell and her revue with Joseph Scandur, Jean-Louis Destine and his Haitian dance troupe. Director: Arthur Klein. Publicity: Joe Heidt, MU. 5-0760.
- Beginning
Thursday
Sept. 10- OPENING: "ICE CAPADES OF 1954" MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Sept. 20 John H. Harris will present his annual "Ice Capades" with a cast of 187; featuring a capsule production of Walt Disney's "Snow White and the Seven Dwarfs". Tickets: \$1.50-\$5.00. Publicity: Lillian Jenkins, CO. 5-6800.
- Beginning
Sunday
Sept. 13 OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY AT 39 ST.
S. Hurok will present the Sadler's Wells Ballet for four weeks only, featuring: Margot Fonteyn, Violette Elvin, Rowena Jackson, Beryl Grey, Nadia Nerina, Michael Somes. Sunday, Sept. 13: Swan Lake. Tuesday, Sept. 15: Swan Lake. Wednesday, Sept. 16: The Sleeping Beauty. Thursday, Sept. 17: The Sleeping Beauty. Friday, Sept. 18: The Shadow (Premiere), Homage (Premiere), Les Patineurs. Saturday, Sept. 19, Mat. & Eve.: Swan Lake. Sunday, Sept. 20, Mat. & Eve.: Swan Lake. Tickets: \$1.20 - \$6.00. Contact: Michael Sweeley, Hurok Attractions, Inc., 711 Fifth Ave., PL. 9-6000.
- Thursday
Sept. 17 OPENING: "A PIN TO SEE THE PEEP SHOW" PLAYHOUSE THEA., 137 W. 48TH ST.
Nancy Davids will present Joan Miller in a British murder drama by E.M. Harwood and F. T. Jesse. Director: Peter Cotes. Costumes: Ruth Morley. Scenery: Ariel Ballif. Publicity: Richard Maney, CI. 7-4646.
- Wednesday
Sept. 30 OPENING: "TEA AND SYMPATHY" ETHEL BARRYMORE THEA., 243 W. 47 ST.
Playwrights' Company, in association with Mary K. Frank, will present Robert Anderson's new play starring Deborah Kerr with Leif Erikson and John Kerr. Director: Elia Kazan. Sets: Jo Mielziner. Costumes: Anna Hill Johnstone. Publicity: William Fields, CI. 5-7930.
- Thursday
Oct. 15 OPENING: "TEAHOUSE OF THE AUGUST MOON" MARTIN BECK THEA., 302 W. 45 ST.
Maurice Evans and George Schaeffer will present the John Patrick comedy, based on the novel by Vern Sneider, about Okinawa during the war. Starring: David Wayne and John Forsythe, with Mariko Niki. Director: Robert Lewis. Publicity: Sol Jacobson, CH. 4-1482.